

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently Amended) A data analysis system embodied on a computer readable storage medium comprising:

an interaction database maintained in computer memory, the interaction database comprising interaction data representing interactions between customers and merchants;

a spatial display component configured to display a graphical spatial representation of at least part of the physical layout of a commercial premises of a merchant;

a retrieval component configured to retrieve from the interaction database a plurality of data values representing interactions between customers and merchants;

a contour generator configured to generate and superimpose a representation of the data values on the spatial representation;

a user selection component configured to enable a user to select part of the spatial representation; and

a data display component configured to superimpose a representation of interactions between customers and merchants associated with the part of the spatial representation selected by the user.

~~wherein upon said user selecting said part of the spatial representation said data display component superimposes a representation of interactions between customers and merchants associated with said part of the spatial representation selected by the user on said spatial representation whereby said data display presents said interactions between customers and merchants to a user in such a manner to facilitate a business decision.~~

2. (Previously presented) A data analysis system as claimed in claim 1 wherein the merchant provides a plurality of products to customers, the spatial representation comprising

representations of one or more of the products corresponding to the spatial position of the products within the physical commercial premises of the merchant.

3. (Original) A data analysis system as claimed in claim 2 wherein the user selection component is configured to enable a user to select a product, in the spatial representation.

4. (Original) A data analysis system as claimed in claim 3 wherein the representation generated by the data display component is associated with the product selected by the user.

5. (Original) A data analysis system as claimed in claim 4 wherein the representation displays interactions between customers and merchants involving the product selected by the user.

6. (Original) A data analysis system as claimed in claim 1 wherein the contour generator is configured to generate and display a representation of one or more of the data values centered on respective data points such that one or more of the data points is displayed as a local maximum.

7. (Original) A data analysis system as claimed in claim 1 wherein the contour generator is configured to generate and display data points corresponding to the data values on one or more contour lines around one or more of the data points, each contour line representing data values which are less than the data value of the data point around which the contour line is displayed.

8. (Currently Amended) A method of data analysis embodied on a computer readable storage medium comprising ~~the steps of~~:

maintaining in computer memory an interaction database, the interaction database comprising interaction data representing interactions between customers and merchants;

displaying a graphical spatial representation of at least part of the physical layout of a commercial premises of a merchant;

retrieving from the interaction database a plurality of data values representing interactions between customers and merchants;

generating and superimposing a representation of the data values on the spatial representation; and

superimposing a representation of interactions between customers and merchants associated with part of the spatial representation selected by a user.

~~wherein upon said user selecting said part of the spatial representation a representation of interactions between customers and merchants associated with said part of the spatial representation selected by the user is superimposed on said spatial representation whereby said representation of interactions between customers and merchants is presented to a user in such a manner to facilitate a business decision.~~

9. (Previously presented) A method of data analysis as claimed in claim 8 in which the merchant provides a plurality of products to customers, the method further comprising the step of displaying representations of one or more of the products corresponding to the spatial position of the products within the physical commercial premises of the merchant.

10. (Original) A method of data analysis as claimed in claim 9 further comprising the step of providing a user selection component to enable a user to select a product in the spatial representation.

11. (Original) A method of data analysis as claimed in claim 10 further comprising the step of generating and displaying a representation associated with the product selected by the user.

12. (Original) A method of data analysis as claimed in claim 11 further comprising the step of generating and displaying a contoured representation of one or more of the data values centered on respective data points, such that one or more of the data points is displayed as a local maximum.

13. (Original) A method of data analysis as claimed in claim 8 further comprising the step of generating and displaying a contoured representation of one or more of the data values centered on respective data points, such that one or more of the data points is displayed as a local maximum.

14. (Original) A method of data analysis as claimed in claim 8 further comprising the step of generating and displaying data points corresponding to the data values and one or more contour lines mound one or more of the data points, each contour line representing data values which are less than the data value of the data point around which the contour line is displayed.